

Code: 17BA3T5HB

**II MBA - I Semester-Regular/Supplementary Examinations
November 2019**

TRAINING AND DEVELOPMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Objectives of training.
- b) Steps in training.
- c) On the Job training.
- d) ROI training.
- e) Multimedia training.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Distinguish between training and development.

OR

b) What are the different functions involved in training?

3. a) Discuss the criteria for identifying the training needs.

OR

b) How do you design a training module?

4. a) Explain various off the job training methods.

OR

b) Outline various classroom training delivery methods.

5. a) Outline cost-benefit analysis.

OR

b) Explain Kirkpatrick model of evaluation.

6. a) Explain various theories of learning.

OR

b) Explain about technology in training.

SECTION-C

7. Case Study

1x10=10 Marks

One Monday morning Sarat, a recent recruit from a reputed management institute in Vijayawada walked into the sales office at Vizag as a new sales trainee. Raghu, the zonal sales manager for a large computer hardware firm was there to greet him. Raghu's job consisted of overseeing the work of sales officers, field executives and trainee salesman numbering over 50 of three areas namely Vizag, Chennai and Bangalore. The sales growth of computer parts and other office equipment in his area was highly satisfactory, especially in recent years, thanks to the developmental initiatives

taken by respective state governments in spreading computer education in offices, schools, colleges, banks and other institutions.

Raghu had collected several sales reports, catalogues and pamphlets describing in detail the types of office equipment sold by the company. After a pleasant chat about their backgrounds, Raghu gave Sarat the collected material and showed him to his assigned desk.

There after Raghu excused himself and did not return. Sarat spent the whole day scanning the material and at 5.00pm he picked up his things and went home.

Questions:-

- i) What do you think about Raghu's training programme?
- ii) What type of sales training programme would you suggest?
Please specify.
- iii) What method of training would have been best under the circumstances?